

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

41B
p2h
2-4

In re the Application of)

Marc A. COHEN, et al.)

Art Unit: 2700

Serial No.: To be Assigned.)

Examiner: Allan Hoosain

Filed: Herewith)

For: SPONSORED INFORMATION DISTRIBUTION
METHOD AND APPARATUS

PRELIMINARY AMENDMENT

Honorable Commissioner of
Patents and Trademarks
Washington, DC 20231

Sir:

Prior to examination and calculation of the filing fee, please amend the above-identified application as follows:

IN THE SPECIFICATION:

Please cancel the specification and substitute the specification submitted herewith.

IN THE CLAIMS:

Please cancel claims 1-12 and add new claims 13-22 as follow.

--13. A method of directed advertising over the internet, comprising:

applying a first database of information at a web site,

applying a second database having a multiplicity of attributes which are unique to a given individual.

B1